



Creating the Big Chocolate Taste Flash® Ad

Instructions for Flash MX -and- 2004 MX®

Introduction

This little project assumes you have completed the Flash Intro lesson, or have at least an introduction to Flash from another source. For a review of the basic set up within the Flash program (the stage, library, keyframes, frames), please refer to the Flash Intro within the lesson.

These instructions will help you duplicate the Hershey s® ad that is within the lesson.

Instructions

1. Save the Hershey s kiss image from the online lesson.
2. When *Flash MX* opens, if there isn t a white Stage, select **File, New**. *Note: for Flash 2004 MX®, select New Document from the initial box that displays.*
3. Within a new Flash document, resize the canvas to **350 pixels wide** by **225 pixels high**. This makes the canvas a little smaller, so the ad is a reduced size. Do this by clicking: **Modify, Document**.
4. Import the Hershey Kiss image into the Library by clicking **File, Import to Library...** (*Note: in 2004 MX version, click: File, Import, Import to Library*) Then browse to the location on your computer or network where you saved the image of the Kiss® and select it for import.
5. If the Library window isn t visible, press [Ctrl] [L] to open the Library. To see that the file is there, single click on the Hershey Kiss® image within the Library (it should view in the upper part of the Library window).
6. You will now add a new graphic to the Library by creating it and naming it BIG.
7. Create the BIG graphic symbol within the Library by completing the following steps:
 - a. At the bottom of the Library Window, click the + sign to add a new symbol to the Library.
 - b. Select **Graphic** as the new symbol type.
 - c. Name the *Graphic*: **Big** and click [OK].
 - d. A *New Symbol* window will open. Type the word BIG . Click on the color box next to the paint can and create your own shade of chocolate brown by clicking on the color wheel (available after clicking on the color

- box within the toolbar).
- e. The font used was: **Castellar** (note: if you don't have this particular font, no biggie. Use what you want)
 - f. Make it a font size 84 (again, you may adjust the font size as you wish).
 - g. That is it. You have finished with this step. Before creating the next symbol, you can either return to *Scene 1* or simply continue on with the next step. It does not matter whether or not you still see the word BIG on the stage as you continue to the next step.
8. Next, you will create a *Movie Clip* within Flash®. (Note: If you don't know what a Movie Clip is, you may want to review the Flash Intro file for more info.) The Movie Clip you will create is of the word: **Big** getting bigger, then smaller, three times. To see why, watch the Hershey's® ad again. Here are the steps for creating the *Big X 3* movie clip:
- a. Click the + at the bottom of the Library window to add a new symbol to the Library.
 - b. Select **Movie Clip** as the new symbol type.
 - c. Name the Movie Clip: **big x 3**
 - d. When you press [Enter] on your keyboard (or click [OK]), a new window will open for you to create the **big x 3** movie clip.
 - e. At Frame 1 of Layer 1, drag an instance of the BIG graphic you just made to the **big x 3** stage.
 - f. Center it on top of the center point of the stage.
 - g. Make the Grid lines visible by clicking: **View, Grid, Show Grid**
 - h. Edit the Grid to be 18 px by 18 px. Do this by clicking: **View, Grid, Edit Grid**
 - i. Insert additional Keyframes into the following frames of Layer 1: Frames 6, 7, 12, 13, 18. (Hint: to do this, *right click* on each frame within the Timeline and select *Insert Keyframe*)
 - j. Motion Tween the frames. Do this by right clicking on *each* keyframe and selecting *Create Motion Tween*.
 - k. At Frames 6 and 12, scale the image **Big** so it covers at least 4 squares high. The size does not have to be exact... just make it bigger. To do this, single click on Frame 6 then right click on the image in Frame 6 and select *Free Transform*. Do the same for the Frame 12. *Note: This is the size of the letters alone, not the entire box around the letters.*
 - l. At Frame 18, make the word approximately **Big** 13 squares wide and 5 squares high.
 - m. The word **Big** should be approximately 1 square high within Frames 1, 7, and 13
 - n. The Movie Clip should be 18 Frames long, and there should be a keyframe within Frame 18. Within Frame 18, add a *Stop()* action to the keyframe by completing these steps:

Right click on the keyframe in frame 18 and select **Actions** (*Note: Within version 2004 MX®, you will need to single click on the*

keyframe and then press [F9].)

Then within the Action Window, click : **+**, *Actions, Movie*

Control, Stop. (Note: within version 2004 MX®, click the Blue **+** symbol then click: *Global Functions, Timeline Control, Stop.*)

- o. You are now finished creating this symbol. Save the file before continuing.
9. To again create a new symbol within the library, click the **+** symbol at the bottom of the Library window to add another **Graphic** symbol to the Library named: **Chocolate Taste**. Give it the same font and shade of brown as the **BIG** graphic.
 - a. TIP: You could do this by right clicking on the **Big** graphic within the Library and selecting: **Duplicate**. Change the name of the duplicated symbol to **Chocolate Taste** and then double click on the symbol to open it for editing. Then change the text to read **Chocolate Taste**.
10. Return to **Scene 1**. With the symbols added to the Library, you are now ready to create the movie.
11. Save the file before continuing.
12. Still work within **Scene 1** for each of the following steps:
 - a. Double click on *Layer 1* to Rename it: **Big**
 - b. Within the first keyframe of the *Big* layer, add the graphic: **Big** to the stage.
 - c. Move the **Big** graphic to the center of the stage, as best you can. Resize the **Big** graphic to approximately 2 squares wide by 1 square high (doesn't have to be exact), by right clicking on the **Big** graphic and selecting **Scale**.
 - d. Insert a keyframe at each of the following frames of the *Big* layer: Frames 12 and 17.
 - e. Tween between each of the Keyframes within the *Big* layer. For a refresher on how to do this, right click on each of the keyframes and select **Create Motion Tween**.
 - f. You want to make the word **Big** fade away. So to do this, complete the following steps: At Frame 12 of the *Big* layer, scale the image *Big* so that it covers most of the canvas.
 - g. At Frame 17, you want the graphic **Big** to fade away to make room for the words **Chocolate Taste** to come into the movie. Fade away the image by using the black arrow from the Toolbar to single click on the **Big** graphic (important first step), and then within the *Properties* window, located below the stage, change the **Color** of the image to **Alpha** and the Percentage to **0%** (this will fade out the word *Big*). ***NOTE: If you don't see the option within the Properties window to change the Color to Alpha, right click on the word Big and select Convert to Symbol. Make it a graphic.*
13. Now still within Scene 1 Add a new layer to Scene 1 of the movie and name it:

Chocolate Taste. Add this new layer by clicking on the



insert

layer icon, located below the listing of Layers.

14. Within the Chocolate Taste Layer complete the following steps::
 - a. Add a keyframe within the new layer at Frame 12.
 - b. Drag an instance of the *Chocolate Taste* graphic to the stage at Frame 12 of the *Chocolate Taste* layer.
 - c. Resize the image to be approximately 7 squares wide and 2 high, centering the words on the center point of the stage.
 - d. Insert a Keyframe at Frame 17 of the *Chocolate Taste* layer. Resize the image to cover the width of the stage.
 - e. At Frame 12, use the black mouse pointer to select the image, and then within the Properties Window, select > **Color: Alpha** and change the Percentage to **0%** to fade the graphic in.
 - f. Insert a Keyframe at Frame 32.
 - g. And insert a Keyframe at Frame 48.
 - h. Insert a Blank Keyframe at Frame 33, to make the image temporarily disappear.
 - i. And insert another Blank Keyframe at Frame 52.
15. Within Scene 1, add a new layer and name it **Kiss**. All of the following steps are to be done within the **Kiss** layer:
 - a. Add a Keyframe within the **Kiss** Layer at Frame 15 and drag in an instance of the Hershey® Kiss graphic symbol to the left side of the stage.
 - b. Add a Keyframe at Frame 21 and Create a Motion Tween between frames 15 and 20.
 - c. You want the Kiss to fade in. So at Frame 15, change the **Color: Alpha**; and the Percentage to **0%** to make the image fade in. (***NOTE: If you don't see the option within the Properties window to change the Color to Alpha, right click on the word Hershey's Kiss graphic and select Convert to Symbol. Make it a graphic.*)
 - d. Insert a Keyframe at frames 38, 44, and 49. At Frames 38 and 49, right click on the Hershey® Kiss and select *Rotate and Skew*. Rotate the Kiss so the tip slants to the left. The Kiss at Frame 44 should be left as it is in the rest of the movie.
 - e. Save the file before continuing.
16. Within Scene 1, add a new layer and name it: **Big x 3**.
 - a. Add a Keyframe at Frame 33.
 - b. Drag an instance of the **Big X 3** Movie Clip to the Stage at Frame 33.
 - c. This movie clip is 18 Frames long, so you will need to add another keyframe at Frame 50.
 - d. Now add a Stop(); action within Frame 50 of the **Big X 3** Layer:
Right click on the keyframe within Frame 50 and select: **Actions**

(Note: Within version 2004 MX®, you will need to single click on the keyframe and then press [F9].)

+, Movie Control, Stop (Note: within version 2004 MX®, click the Blue + symbol then click: Global Functions, Timeline Control, Stop.)

17. Save the movie
18. Test the movie with [Ctrl] [Enter]

**** Congratulations! You Should Have a Working Ad ****

~ Submit your work for credit.

Instructions for submitting your work are found within the online lesson. ~